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# S&P TEST

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## SOFTBANK GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Softbank Group

**Company Sector :** Technology Services, Telecom, Defense, Investment fund, Robotics

**Operating Geography :** US, Canada, Japan and other Asian, European and African countries

**About the Company :**

Softbank is a major multinational company spreading its operations globally. It operates in different segments like telecom, investments and distribution. Headquartered in Minato, Tokyo, Japan, Softbank started in Oct 1984 in Japan as Japan Telecom Co. Ltd and established Railway Telecom Co. Ltd. Later, during 1991 it established Tokyo Digital Phone Co. and launched second generation mobile telecom services. In August 2002, it has released the first mobile handset in the world- J-SH09 for incorporating QR code reader function. In 2004, Softbank undertook two joint ventures, one with Vodafone Co. and the other with Yahoo (now Alibaba Inc.) to fill the digital gap due to geographical constraints. In June 2014, they launched a flagship own robot “Pepper” for understanding emotions of others under Softbank Robotics Europe. In addition to this, they developed retail power businesses for corporate customers. Later, in May 2017, they started working as an investment fund with an aim to invest in technology companies. With a total of 26 Joint Ventures, Softbank now moved its business from telecom to pure holding company business investing in various segments imbibing the future changes in technology and innovation. They have approximately 59,700 employees spread all over the world as of 2023.

The USP of SoftBank lies in it being one of the largest companies in Japan. SoftBank Group Corp. works with the vision of contributing to people’s happiness through Industrial Revolution and to increase its need globally by most of the people. They strive to achieve this with developing leading technology required for Industrial Revolution and future growth.

**Revenue :**

¥5690.6 billion – FY ended 31st March 2022

¥5205.5 billion – FY ended 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for Softbank Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand recognition leverage</li> <li>2.Wide customer base</li> <li>3.Strong finances and deep pockets</li> <li>4.Powerful research and development capabilities</li> <li>5.Global leader in the development of semiconductor technology</li> </ul>	<ul style="list-style-type: none"> <li>1.High Debt to Equity Ratio</li> <li>2.Decreasing ARPU in Telecom segment</li> <li>3.Mounting debt pile questions Softbank's creditworthiness</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in customer spending</li> <li>2.Differentiated pricing strategy</li> <li>3.Increase in demand of 5G</li> <li>4.Vision Fund and Arm set to fuel the transformative power of technology</li> <li>5.Strategic partnerships and investments to drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition in the industry</li> <li>2.Loss due to natural disasters</li> <li>3.SVB collapse may increase scrutiny for SoftBank</li> <li>4.Facing persistent losses due to macroeconomic headwinds</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Softbank Group is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Implementing Trade related Act</li> <li>2.Japan's dynamically changing relation with China and Russia in the light of Ukraine war</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Foreign exchange rate fluctuations risk</li> <li>2.Global economic turmoil leading to trimming in new tech investments</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Rapidly growing ageing population of Japan</li> <li>2.Increasing education and literacy level in Japan</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Dependence on partners and joint ventures</li> <li>2.Funding technological start-ups</li> <li>3.Growing trend of customised robotics solution</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Stringent telecom policies and regulation</li> <li>2.Huge cost of legal proceedings</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Climatic catastrophes leading to massive disruptions</li> <li>2.Commitment to achieve carbon neutrality</li> </ol>

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